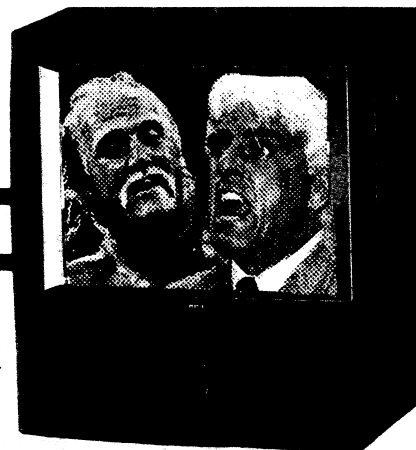


# MATWATCH

213 Pine Hills Ave. Auburn Al 36830



JULY 31 - AUG. 6

VOL. 2, NO. 6



## Steve Beverly

### A LITTLE PAST MIDYEAR

With Vince McMahon actually anointing ex-Horsemen as WEF champions and another first-rate NWA pay-per-view on the mind, share our thoughts on the best so far in '89 in our MATWATCH TV AWARDS categories:

**BEST BROADCAST/WEEKLY CABLE TV MATCH:** 1. Ric Flair vs. Ricky Steamboat, CLASH VI. One of 3 decade classics in the year alone. 2. Flair/Barry Windham vs. Steamboat/Eddie Gilbert, WCW. 3. Brainbusters vs. Demolition, SNME.

**BEST PAY-PER-VIEW MATCH:** 1. Flair-Steamboat I, CHI-TOWN RUMBLE. My favorite of the three and as physical a 23 minutes as one will ever see. 2. Flair-Steamboat III, WW'89. 3. Lex Luger-Steamboat, NWA BASH.

**BEST NEW CHARACTERS:** 1. Skyscrapers, NWA: Sid Vicious is at the breakthrough point and these two will dominate the early '90s as a team. 2. Theodore R. Long, NWA. 3. Steelman, FCW.

**BEST COMEDIAN:** 1. Jim Cornette, NWA: Despite an eight-week hiatus, Cornette has been in rare form in his new role as POWER HOUR host. 2. Roddy Piper, Portland. 3. Terry Funk, NWA.

**BEST SUPERCARD:** 1. BASH '89/GLORY DAYS, NWA: As consistently an entertaining show after a flat battle royal start as has yet been produced. 2. WRESTLE WAR '89. 3. STARRCADE '88 (our survey period begins Dec. 1, 1988).

**BEST PLAY-BY-PLAY ANNOUNCER:** 1. Jim Ross, NWA: Has called two of the best matches in history and truly assumed the role of the genre's leader. 2. Tony Schiavone, WEF. 3. Lance Russell, Memphis/NWA.

**BEST COLOR COMMENTATOR:** 1. Jesse Ventura, WEF: Even if Jesse coasted, he'd be the class of the category. 2. Michael Hayes, NWA. 3. Scotty the Body, Portland.

**BEST TV ANGLE:** 1. Terry Funk attack on Flair, WW'89: Truly well-executed in accomplishing the turn of Flair. 2. Roddy Piper's brawl & fire extinguishing of Nord the Barbarian & the Grappler, Portland. 3. Randy Savage turn on

Hulk Hogan & Elizabeth, WEF (Hogan & Liz may qualify as horrible actors but Savage was tremendous.)

**TV BRAWL OF THE YEAR:** 1. Flair/Sting vs. Funk/Muta, BASH, NWA: The best sustained brawl since the 1987 UWF Battle of New Orleans. 2. Piper-Nord-Grappler, Portland. 3. Kerry Von Erich/Rich Cousins vs. Japanese Connection/Alan Martin, CWF.

**BEST WEEKLY TV WRESTLING SHOW:** 1. PORTLAND WRESTLING (for its full-year consistency). 2. WORLD CHAMPIONSHIP WRESTLING, NWA: the best overall now but counted off for those George Scott weeks. 3. POWER HOUR, NWA.

**MEMORABLE TV MOMENT OF THE YEAR:** 1. Flair's entrance at BASH '89: the most explosive reaction I've ever heard for an NWA wrestler. 2. Savage clobbering Hogan with WEF belt in dressing room, NBC MAIN EVENT. 3. Funk piledriver on Flair, WW'89.

**BEST TV TURN OF THE YEAR:** 1. Savage, WEF: certainly the most talked about and the most well-played in the aftermath. 2. Lex Luger, NWA. 3. (tie) Top Gun, Portland, and Terry Gordy, CWF.

**RISING STAR OF THE YEAR:** 1. Sid Vicious, NWA: the one new TBS performer really striking lightning. 2. Tony Schiavone, WEF: for rising to the lead host's role in a syndicated offering of the nation's top federation in popularity. 3. Steelman, FCW.

**BEST OVERALL TV PERSONALITY:** 1. Cornette, NWA: I still think he's the class. 2. Savage, WEF: His interviews in the WM5 buildup were masterpieces. 3. (tie) Ric Flair & Paul E. Dangerously, NWA.

**SPECIAL ACHIEVEMENT AWARD (no specific category):** 1. Kerwin Silfies, WEF, for the most consistent quality direction of TV wrestling. 2. NWA Booking Committee. 3. Vince McMahon, NO HOLDS BARRED publicity blitz.

## THIS WEEK'S HEADLINES

### NWA/STEAMBOAT NEGOTIATIONS REACH REPORTED IMPASSE

ATLANTA - Negotiations to renew the contract of former NWA world champion Ricky Steamboat, thought to be a certainty three weeks ago, have stalled.

At deadline, MATWATCH had learned Turner Broadcasting and Steamboat were "significantly apart," with Steamboat's current contract set to expire this week.

An earlier problem in the talks over whether Steamboat's wife, Bonnie, would travel with him had been resolved. But knowledgeable sources say discussions broke off July 25 when a money agreement could not be reached.

### "HEENAN SHOW" TAKES BIG DROP; SAID IN TROUBLE

NEW YORK - USA Cable's BOBBY HEENAN SHOW, after a successful premiere in the Nielsen ratings, took a major drop in its second week and may be in serious jeopardy on the network.

After the July 24 edition of WWF PRIME TIME WRESTLING tied its all-time record rating of 3.9, HEENAN dropped to a 2.5, 37% below the PTW figures. By 10:45 (EDT), HEENAN fell to a 2.0 rating and 3.7 share of audience.

USA CABLE officials are said to not only be unhappy with the massive audience drop but with the creative quality of the program. A source close to USA says the ratings will be studied carefully over the next three weeks.

### "GLORY DAYS" BUY-RATE NOT FIRM BUT LIKELY TOPS "WRESTLE WAR"

ATLANTA - Early estimates of cable subscriber buy-rates for THE GREAT AMERICAN BASH: GLORY DAYS are at 1.5 percent, up slightly from the 1.3% for WRESTLE WAR '89.

At deadline, no official figures were available but West Coast systems were reporting increased sales for BASH over the May show. A 1.5 percent buy-in would total approximately 180,000 homes and gross revenues of \$2.9 million.

Added to an estimated \$188,000 in gate receipts and 900 telephone revenue, the Baltimore show grossed approximately \$3.2 million.

## YOU SAID IT!

Roddy (Piper) was way too hyper (on PTW) and trying too hard last Monday night. It will probably take him another two shows to get a focus and mellow out. It must be remembered that Piper has spent the last two years not being his ring character and, in fact, practicing being subtle, now that he's back, he's "exploding" into character, rather than walking into it because it's been a long time since he was that crazy and you tend to remember the exaggerations, rather than the subtleties of playing a role.

As to whether or not he and Monsoon will become "cohesive," there aren't very many people who can play off Piper because of his oddball delivery style and the fact you never know what might come out of his mouth. Monsoon takes his job rather too seriously to mesh well with Piper and he's not particularly witty.

TERESA DEMARIE  
TUCKAHOE NY

Ted Turner should be ashamed of himself. Letting Vince McMahon just stomp all over his promotion is really embarrassing. Turner is a billionaire with a sharp mind for advertising and he can't hold a candle to Vince.

Another thing that gets to me is hearing how Ric Flair is the "wrestler of the '80s." BULL! The man that has changed wrestling forever is Hulk Hogan....now I like Flair. He is a fine wrestler, without a doubt the big man in the NWA. But comparing the Nature Boy and the NWA to the Hulkster and the WWF is like comparing a pro athlete to just an athlete or comparing Vince McMahon to Ted Turner.

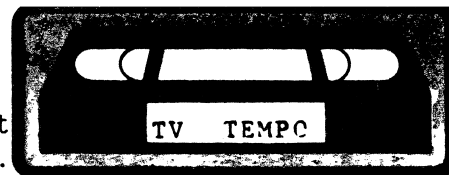
MIKE SAWYER  
NIAGARA FALLS NY

I'm indeed a smart fan but I don't like other people to think it's not real, unless they're smart already. These people make me laugh with the comments that they think the WWF is real, such as, "I thought Elizabeth was dead," on the (NBC) Main Event.

MATT CALDER  
SITTINGBOURNE, KENT, ENGLAND

While promotions like PWF (FCW) may never be able to compete with organizations like the NWA in terms of big towns like Jacksonville and Tampa, they will continue to do well in smaller towns like Palatka and St. Augustine, given the right advertisement.

JENNY MEDECK  
ST. AUGUSTINE FL



SCALE; PINFALL! - Must See. PILEDRIVER - Excellent  
POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair.  
BOMB - Poor. PLUS - Midscale Rating.

(SCW) - Kevin Dillinger d. Steve Prichard; Rocky King d. Johnny B. Goode; Ivan Koloff d. War Daddy; Chic Donovan/Bobby Bennett d. Walt Stallion/Big John; Joel Deaton vs. David Sammartino ends in brawl. BOMB-PLUS.

(ACW) - RECAP SHOW: Rock & Roll Express d. Joe Cruz/Mark Smith; Nelson Royal d. Ricky Nelson; Deaton Bros. d. Bob Irwin/Scott Armstrong; Nikita Koloff d. The Raven; Other winners: Todd Champion, Len Wagner/Colt Steel. BOMB.

(NWA/SYND.) - [NWA PRO]: Sting d. Tony Garcia; Mike Rotunda d. Steve Casey; Norman d. Alex Parteau; Midnight Express d. Mickey Finn/Frogman LeBlanc; Terry Funk d. Scott Hall; Other winners: New Zealand Militia, Steve Williams. RECAP: Flair-Sting vs. Muta-Funk BASH brawl. PEDICINO'S NOSE (all shows): Baltimore results, opinion on rematch. RESTHOLD-PLUS. [WORLD WIDE]: Funk d. Parteau; Norman d. Casey; Samoan Swat Team d. Le Blanc/Ray Evans; Brian Pillman d. Finn; Skyscrapers d. Rich Cousins; Rick Steiner d. Iron Sheik. Same recap. DRAW.

[MAIN EVENT]: M Ex/Williams d. Freebirds; Funk d. Italian Stallion; RECAPS: Cornette-Dangerously saga; Road Warriors-'Birds in cage. DRAW.

(CWA) - Blackbirds d. Hall/Frazier; Bam Bam Bigelow d. Freezer Thompson; Dutch Mantel/Dustin Rhodes d. Coghurn/Gilbert; Bill Dundee/Freddy Kruger d. Southern Force; Wildside d. Hall/Thompson. ARENA: Mantel vs. Pain resulting in Mantel turning backface. DRAW-PLUS.

(WEF/USA) - [PTW]: Big Bossman d. Jim McPherson but Dusty Rhodes runs in & clobbers Bubba w. nightstick; Hart Foundation d. Barry Horowitz/Jim Hovach; Rick Martel d. Don Champ; Lanny Poffo d. Jose Luis Rivera; Sheepwackers d. Gladiator/Sandy Beach; Rick Rude d. Tony Durante; Foghorn Leghorn d. Jim Chappell; Bad News Brown d. Koko B. Ware. DRAW....for Piper.

(WEF/SYND.) - [SPOTLIGHT]: Rockers d. Mike Williams/Smitty Austin; Bubba d. McPherson; Foghorn d. Chris Evans; Rude d. Durante; Brown d. Brooklyn Brawler; Anabolic Warrior d. Barry Hardy; BRO. LUV w. Dusty. BOMB-PLUS. [CHALLENGE]: Brown d. Larry Berneith; Foghorn d. Chappell; Dino Bravo d. Gary Wolfe; Rougeaus d. Terry Daniels/Williams; Other winners: Jim Duggan; 'Wackers. BOMB-PLUS.

[SUPERSTARS]: Harts d. Dave Coleman/Horowitz; UPDATE: Dusty-Bossman; Barry Widowmaker d. Chappell; Beefcake d. Chuck Williams; Curt Hennig d. Bill Wood; Jimmy Snuka d. Mike Sharpe; BRO. LUV: Anabolic-Andre; Powers of Pain win squash. RESTHOLD.

(WCCW) - J.J. Funk d. El Grande Colossus; Chris Adams wins DQ over Cactus Jack Manson when Gary Young runs in & Adams is piledriven on chair; From CWA: Dutch Mantel d. Mike Masters 3 st. falls; Jeff Jarrett/Matt Borne d. P.Y. Chu'i/Sheik Braddock by DQ when P.Y. uses kendo stick. 3-on-2 starts

until Eric Embry (on crutches) tosses in crutches for save. DRAW.

(WEF/SNME) - WEF TAG TITLE: Tully & Arn d. Demolition for belts when Tully uses chair handed by Andre the Giant on Smash; Brutus Beefcake wins DQ over Randy Savage when Zeus runs in; WEF TITLE: Hulk Hogan d. Honky Tonk Man; Jimmy Snuka d. Greg Valentine after ref Ronnie Garvin KOs Greg; Anabolic Warrior wins DQ over Rick Rude. POWERSLAM-PLUS. (Because of early deadline, "Best Lines" next week.)

(FCW) - MAIN EVENT: Soul Patrol (debut) draw vs. Playboys; Other winners: Lou Perez, Kendall Windham, Ho Chi Wen. Ron Slinker offers martial arts demo. RESTHOLD.

(NWA/TBS) - [POWER HOUR]: Dan Spivey d. Johnny Rich; Ranger Ross/Scott Hall d. Militia; Eddie Gilbert draw vs. T. Rich; FUNK'S GRILL: Terry dresses Norman in wig & calls him Ric Flair's mother. WNN: Gordon Solie gives Bash results & questions if NWA should allow Flair-Funk rematch. DRAW.

[WCW]: Steiners d. Ron Simmons/Iron Sheik; Sting d. Bill Ford; Brian Pillman d. Keith Steinborn; Steamboat d. Jim Bryant; Skyscrapers/Norman d. The 3 Riches. REPLAY: Edited Flair-Sting/Funk-Muta brawl from BASH (excellent recap). POWERSLAM.

[MAIN EVENT]: Gilbert/Dick Murdoch d. Bill Irwin/Norman; T. Rich d. Sheik. Brawl replay. DRAW.

(CWF) - CWF TITLE: Dennis Condrey d. Tom Prichard for title; Adrian Street wins DQ over Terry Garvin when an unnamed woman joins Garvin in attack on Adrian/Miss Linda w. chain; Southern Boys d. Don Sanders/RPM Davis; REPLAYS: Jerry Stubbs turn, Street old Memphis win over Randy Savage; DOTHAN RAGE IN CAGE: Condrey wins, then accepts \$10,000 from Sylvia to allow heels to unlock handcuffs & beat up faces for 5 minutes. POWERSLAM. (NOTE: Condrey turn updates speculation in COMINGS & GOINGS on Page 5.)

#### PROGRAM NOTES

No reports this week from Portland or Stampede but will update next week. ICW and all other wrestling has been canceled on FNN/SCORE.

#### MATWATCH SUBSCRIPTIONS

(U.S.) \$6 for 7 issues, \$19 for 26 issues, \$36 for 1 year.

(OVERSEAS) \$10 for 7 issues, \$36 for 1 year, \$65 for 1 year.

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LINE OF THE WEEK - 1. Jim Cornette, TBS: "Tonight on PBS, they're having a documentary on the latest oil spill to clog up the ocean. It happened last Wednesday night in Joe Pedicino's bathtub." 2. Jesse Ventura, WEF, on Dusty: "I'll say this: he's got one of the best physiques I've ever seen." 3. Lance Russell & Paul E. Dangerously, TBS: (LR) "You're the kind of guy who stops & looks at accidents on the highway." (PD) "I give 'em my Dad's card. He's a lawyer." 4. Roddy Piper, PTW: "Big Dust. He looks like the Village People with that hat." 5. Oliver Humperdink, FCW: "The Soul Patrol has been on Tommy Lasorda's Ultra Slim Fast diet." 6. Bobby Heenan, LATER: "Maybe Gene Mauch compares himself to me. I don't like to compare myself to an old man out of work." 7. Teddy Long, NWA: "Crooked politicians are getting respect today. So am I." 8. Chris Adams, on WCCW, on his school: "We take big men, small men, medium men ---even a doctor." 9. Terry Funk & Norman, TBS: (TF) "What did you do in the cafeteria? (N) "I served soup to the nuts." 10. Lance & Paul E., TBS: (LR) "I wouldn't touch that with a 10-ft. pole. (PD) "I'll cancel the order for the 10-ft. pole."

11. Brother LUV, WEF: "Brother Warrior stands eye-to-navel with Brother Giant." 12. Heenan, LATER: "Later's something you tell an ugly girl on a date." 13. Heenan, on Hogan: "He appeals to people with a brown sock & a white sock & a matching pair at home." 14. Lance & Paul E.: (PD) "What was in your canteen today? (LR) "Don't tell that. People will start believing you." 15. Piper, on Sherri Martel: "You sure she's not Eddie Munster in drag?" 16. Bubba Bossman, WEF: "The Common man is a common thief." 17. Foghorn Leghorn, WEF: "We're going to establish the pecking order in the World Wrestling Federation." 18. Lex Luger, WCW: "You are not going to destroy a million-dollar body with a \$3 chair." 19. Funk, WCW: "The most endangered species is a Funker. There's only one of me." 20. Ross, WCW, on 'Scrapers: "They've lessened Davey Rich's chances of producing another Rich Cousin."

21. Adrian Street, CWF, on VTR replay of win over Randy Savage: "If I can do that to Savage, imagine what I can do to you, Terry Garvin." 22. Charlie Platt, CWF,

THE BASH: PARTING THOUGHTS

on Downtown Bruno: "Oh, if only something could happen to that voice." 23. Platt: "Terry Garvin could certainly author the book WEIRD & COMPANY." 24. Dennis Condrey, CNF: "You shut up, Ron West, or I'll turn you into one of Jerry's kids."

**STRONGEST COMMENTS** - 1. Cornette, TBS: "I had the cheapest ounce of steak: the Crockett." 2. Lance Russell, TBS: "Danny Spivey uses that upper forearm better than anyone since Dory Funk Jr." 3. Curt Hennig, WEF, to Ronnie Garvin: "You're an OLD wrestler. You're a referee now." 4. Mike Rotunda, WCW: "Dr. Death, you didn't have the brains to hang in the Varsity Club." 5. Piper, PTW: "Zus the Moose: you know, he could take Quayle's job." 6. Bob Costas, LATER, to Heenan: "You're a demonic man."

**QUESTIONS OF THE WEEK** - 1. Funk, TBS, on Norman as Flair's mom: "Why don't you stop spending your money on women, Ric Flair, and buy your mother some teeth?" 2. Heenan, USA, to guest co-host: "Got your Shell No-Pest strip on?"

**NICKNAMES OF THE WEEK** - 1. Costas, LATER, on Heenan: "The Gene Mauch of the Wrestling World." 2. Lex Luger, TBS, on Steamboat: "The Rulebreaker."

**BEST PICTURES** - 1. NWA PRO, Funk celebrating with Amarillo fans. 2. WCW, Eric Embry on crutches for save. 3. POWER HOUR, Missy Hyatt's legs. 4. POWER HOUR, Jackie Crockett trying to move Dennis Brent from ringside photo spot. 5. WEF, Eye-to-eye faceoff of Warrior/Andre.

**DREADED GLITCH AWARD** - NWA/WWF, spelling Brian Pillman's name BRYAN.

**BLOOPER AWARDS** - 1. Terry Funk, POWER HOUR, pronouncing sanitarium "sanitorium." 2. Costas, LATER, for "Brutus the Barber BEEFCASE."

**ALL-CLICHE TEAM** - Frank Dusek, WCW: "....like a house of fire."

**TUBE TALK:** Syndies and TBS really pumped Ricky Steamboat-Lex Luger rematches. Fans are going to be in for major letdown if Ricky & NWA can't get back to the table....Insert interview technique during NWA ring entrances really looked sharp....Savage is doing another tour de force for SUMMER SLAM buildup in interviews....Not crazy about Tommy Rich as sub foe for Luger....Expect Steiners to get next series with Freebirds....Pittsburgh Press had great nostalgic story July 25 on old WIIC STUDIO WRESTLING show.

NWA sold out Orlando for BASH and nearly did in Tallahassee....Al Perez & Kendall Windham both no-showed July 23 Orlando FCW show....TV GUIDE featured romantic viewpoint of Hogan-Savage-Liz triangle in July 29 edition by Jay Martel (no relation to Rick or Sherri)....Costas played great straight man to Heenan on LATER....Lou Albano plugging his SUPER MARIO BROTHERS TV role on ARSENIO HALL July 27....Problems with USC Coliseum in Columbia settled, so CLASH VIII will be there Sept. 12 on TBS.

Oliver Humperdink took over as FCW TV host for Gordon Solie Saturday. Gordon dubbed "on vacation"....CWF had another top-action show Saturday but rumors coming of The Bullet returning which makes it more like the "old" CCW....Next week on WCCW: Mil Mascaras and a Kerry Von Erich-Bam Bam Bigelow match to determine top contender for Jerry Lawler's USWA "world" belt....Some folks upset about Tully & Arn allowed to win WEF tag belts with one fall on DQ but the old Verne Gagne AWA rule allowed title changes in 2-of-3 if the "deciding" fall was by pin or submission. Still, one wonders...FSB.

Insightful comments have come our way (we will air another YOU SAID IT! next week to handle the late letters) on the PPV. As our phone poll results show, most people were enthused about this show, though some debate if it was the best pay-per-view ever. PRO WRESTLING TORCH's editorial board gave it an 8.6 on a 10 scale, its top rating ever.

Jeff Zinger of GAG called it "awfully good" but was critical of the camera work. John Lanigan, he of his own REPORT, characterized Flair as a poor brawler but called Luger-Steamboat "the best match...just a tad below the Steamboat-Flair masterpieces." MATWATCHER Walt Marshall quizzed about no blood in WAR GAMES but, contrary to Lanigan, called the aftermatch brawl "excellent."

I would reiterate two key criticisms: (1) from a TV standpoint, I compare the battle royal to the ROYAL RUMBLE, which had twice as many men, yet only one elimination was missed. At BASH, most of the elims were missed and the competitors' identities weren't clearly delineated. (2) The Sting-Muta finish, after a quality bout, left the live fans way too puzzled and TV viewers were given the belt holdup decision almost as an afterthought during the closing brawl.

But overall, for me, and I'm just one guy, it was the top PPV yet because of the total number of quality matchups and the fact I feel most of these competitors gave to the apex of their capabilities. Now, the challenge for the NWA is to produce consistent house gates in between PPV shows. Best and worst of:

**BEST LINES** - 1. Jim Ross, on War Games: "It's a demolition derby with human bodies." 2. Ric Flair: "Pal (Sting), I haven't said thank you in 10 years. Thank you." 3. Bob Caudle: "Let's see some clothes come off." 4. Ross, on Cornette/Paul E.: "Neither one of 'em can wrestle & I'm not sure they can fight." 5. Paul E.: "I've been training for this. I've even hired Rob Lowe as a babysitter." 6. Ross, on Paul E.: "What he causes, Preparation H won't cure." 7. Cornette: "If you break one of my legs, I'll come hopping to you. If you break two of them, I'll crawl like a reptile on my belly." 8. Ross: "A lot of fertilizer comes outta his mouth (Teddy Long's). He needs to rub some on his head."

**STRONGEST COMMENT** - 1. Ross: "It's not snakes. It's not pets. It's not bodybuilders laying under a heat lamp. These are real athletes."

**BEST PICTURES** - 1. Low angle on Skyscrapers. 2. Spivey going after fan. 3. Long tapdancing on Shane Douglas. 4. Cornette kicking away Paul E.'s powder. 5. Luger posing in lights. 6. Flair-Sting/Funk-Muta brawl.

**BEST MOVE** - Luger crashing into own chair on turnbuckle.

**WORST MOVE** - Jason Hervey as ring announcer. The resounding boos should send a message.

**DREADED GLITCH AWARDS** - 1. Terry Funk VIR interview foulup. 2. Dark shot of Teddy Long during battle royal.



## COMINGS &amp; GOINGS

**MY ACHING KNEE:** Jim Cornette has had a cold knee in the last week because he's had to keep ice on it. Jim hurt it during a melee in the Philadelphia match July 22. At one point on the PPV, he had to yell to Dangerously that Paul E. was "going for the wrong knee."

**MY ACHING NECK:** Hulk Hogan out until this weekend with a pinched nerve. Hogan is expected to start back Friday.

**YOUR VOTES:** As of late Friday, we'd had 90 calls on the BASH PPV and the reax: 89% rated it excellent, 8% good-to-excellent, 2.7% fair or average and 0.3% poor.

**TITLE TIFF:** We've had a bit of negative mail on one of our boo awards last week. But I still contend it is a ripoff for Robert Fuller & Brian Lee to be defending a "world" tag team title from another organization, which they lost a month ago. CWF fans deserve better. I'm equally peeved at the NWA for "forgetting" the U.S. tag title. Not that it really mattered but at least tell fans if you are "retiring" a belt.

**MORE CWF:** I get this sense that, eventually, Dennis Condrey is going to turn into a nasty CWF heel. But most I talk with are not happy with the prospect of a babyface Jerry Stubbs turning into Mr. Olympia again. Tired gimmick.

**TRICK OR TREAT:** The Oct. 29 NWA PPV, now set for Philadelphia, will be called HALLOWEEN HAVOC. Bet on Flair-Funk in a cage but I'd be happy with Flair/Sting vs. Funk/Muta.

**BOBBY'S BALDERDASH:** I'm sorry, folks, but that Heenan show is an abortion. Week 2 was even worse. I'm betting it barely lasts the summer because USA is not going to tolerate that kind of audience dropoff from PTW.

**NETWORKING:** NWA, after gaining new syndication slots in Miami and Canada, along with Atlanta, has lost its Seattle-Tacoma time to WEF SUPERSTARS.

**ROLLER/WRESTLERS:** Joy Marie Tashjian of Entertainment Trademark Consultants, who handled product licensing for the WEF, is doing same for the new MTV-like ROLLER GAMES.

**SEE NO CRIMSON:** No one's really owning up to how the Baltimore bloodbath was accomplished but the Maryland State Athletic commissioners left their table before Flair-Funk. I still wonder, though, what the average home fan thought when those two guys began to spatter

when Gillette in the morning gives me more of a scab than Lex Luger's last year.

**FANTASTIC TWO:** The Fantastics have, reportedly, been doing some of the world's best tag work on their current Japan tour, particularly a match against Joe & Dean Malenko. A big career boost for a twosome which had been drifting since their NWA departure.

**AWA PLAN:** Very little success reported in selling that AWA "team" format to local stations we reported 2 weeks ago...and we didn't see it as a big barnburner. We're told station managers are very skeptical of its revenue success and, as well, have very few time periods of choice available to clear.

**T&A TOPPERS:** Can't say enough about Tully & Arn's tag team title win on SNME. They are the class team in the U.S. this year and at least, for once, Vince did not allow their past NWA star status to cloud their ascension to the title. I'm banking on their WM5 feud going against the Rockers.

**RERUN, RERUN:** If you wonder why so many small promotions are airing recap shows, it's simple: \$\$\$\$\$\$. A lot of them are scarce on bucks and re-edited shows can spread out tape expenses.

**900 LINE:** The NWA's 900 number drew an estimated 31,000 calls during the BASH. With average calls running six minutes each, Turner's net share of revenues could border \$60,000.



CABLE RATINGS

Week Ending July 24	Rtg	Share	Homes
WEF PRIME TIME (USA 7/24)	3.9	6.4	1.88 mil.
WEF ALL-AM (USA 7/23)	2.5	7.3	1.21 mil.
WEF B. HEENAN (USA 7/24)	2.5	4.3	1.20 mil.
NWA MAIN EVENT (TBS 7/23)	2.2	5.2	1.08 mil.
NWA WORLD CH. (TBS 7/22)	1.4	3.8	687,000
NWA POWER HR. (TBS 7/21)	1.3	2.6	638,000
NWA POWER (R) (TBS 7/22)	0.4	4.1	196,000

(ANALYSIS: Two stories this week...one, the earlier detailed woes with USA/WEF's BOBBY HEENAN SHOW. But the other is: NWA WCW went from its highest share in 2 years July 15 to its lowest rating (1.4) in history. It wasn't a great show but this is inexplicable. POWER HOUR also dropped 35% from its all-time high of July 14. Yet, ME maintained a 5+ share opposite the NWA PPV.)

SYNDICATION STANDINGS

Week Ending July 16	Rating	Sta.	Pct. US
WEF	8.8	252	97%
NWA	5.1	148	91%

(ANALYSIS: WEF has stabilized for summer in 8.2-8.8 range. That may climb slightly as SUMMER SLAM heat builds. NWA back over a 5 for first time in 4 weeks. NOTE: One rating point = 904,000 homes.)

## YOU SAID IT!

(Continued from Page 2)

The Flair-Funk bout was super and ended in a great brawl. Sting-Muta was top notch also, as was Luger-Steamboat and the War Games. The Steiners' tag bout was also good as was the Irwin-Pillman match. The managers' match was short and fun to watch. The Dudes' bout was kind of weak (Sid V. got over great!) and the opening battle royal wasn't great but made a good opener.

The announcers were good. When you have Jim Ross, Gordon Solie, Lance Russell, Joe Pedicino and Bob Caudle, it's hard to go wrong. If the NWA wants someone younger who's had experience (and is a darn good one), they should contact Les Thatcher, who was a SOLID pro as a wrestling TV man.

DAVID WILLIAMSON  
CLEVELAND TN

I appreciated the analysis on the NWA's dilemma with announcers. But what about a name left off that list? With your broadcasting experience....what about Steve Beverly?

ROGER CARSON  
DODGE CITY KS

(FSB: Roger, I'm hardly the matinee idol type and if you heard me, you may well change your tune. But thanks for the thought.)

Do you watch WISEGUY? The series hero, Vince Taranova has investigated the rock music industry. The ultimate in TV villains (in my opinion), in the person of music promoter Winston Newguay, has been great. Newguay is the epitome of how some bulletins and "serious" fans view Vince McMahon. It's put in mind what all could be dug up in the wrestling business in a series, eh?

JACK THOMPSON  
SALT LAKE CITY UT

I saw (Dr. Gerald Morton's) piece on PM MAGAZINE and as most people who deal in the media about wrestling, he says something in effect of tell your kids it's a work, etc. Why would someone who has so much knowledge about the business say something like that? Never in the piece do they tell about rings with loose boards, or ones that are rock solid. Long trips for \$15 payoffs. Going 20 minutes in 80-degree heat and try to do spots. I just feel if you love the business, you would have compassion for the "boys" involved.

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